

Key Account Management unlocks profits

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Litha Communications presents Key Account Management, taking place in Johannesburg on 2-3 December 2015, led by Ian Rheeder, a former marketing & sales director of YKK, the global fastening giant, a coach and a certified Chartered Marketer. The Gordon Institute of Business Science (GIBS) has used him monthly, since 2007 for its corporate programmes.

A skilled key account manager plays one of the most important roles in protecting a business's prosperity. There are fewer customers than ever before, so it is of paramount importance, as key account management drives the profitability of business-to-business marketing.

"Key Account Management is one of the most important changes in selling that has emerged during the past two decades," says Rheeder. "It is a core function, used by business-to-business suppliers to manage their relationships with strategically important customers. It is about changing the way people work, not just a sales technique."

Course outline

KAM is one of the fastest ways to increase profitability dramatically. Managing key or major accounts and maximising their potential requires a different set of skills to selling. This two-day outcome-based programme has been developed to create a company's sustainable competitive advantage (SCA) through twelve practical strategic maps.

- Definition and characteristics of a key account
- Role of key account manager
- Implications of account manager, account and company
- Understanding decision-making units
- Identifying individual levels of influence and allegiance
- Aligning to objectives, setting tangible tactics to maximise strengths and minimise weaknesses
- Maximising resources
- Understanding individuals' behaviour
- Modifying selling and managing behaviour to complement customers and build key relationships within accounts
- Buyer motivations
- Creating a win/win approach to negotiations
- Understanding relationship between concern for objectives versus concern for relationships
- Developing value propositions
- Planning around needs, wants and desires
- Planning for negotiations within key accounts
- Setting three-year objectives in line with your KA's objectives
- Mapping out your KA's Key Buying Factors and Blue Ocean Strategy
- Creating Practical Strategic-Maps to sustain competitive advantage

The two-day course costs R7,399 + VAT and places can be reserved by calling Kevin Cloete at +27 (0) 21 782 0508 or Debbie Last at +27 (0) 11 484 7663.

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